AOA NEWS

Vol. 2, No. 3 — *The Voice of Optometry* — *March, 1963*

Here 'N There

RECORD BUDGET—That portion of the Kennedy administration budget related to the health field breaks all records. The budget, as presented to Congress, proposed $1.6 billion for the Dept. of Health, Education and Welfare activities in health services and research—a $250 million increase. This does not include an estimated $800 million for medical payments under the HEW public assistance programs, including Kerr-Mills legislation and vocational rehabilitation.

PROPOSED — Dr. Harold W. Oyster has introduced into the 105th Ohio General Assembly a proposal to amend the law to make employment of optometrists by school boards permissable.

PROHIBITION — "Wisconsin Physicians Service, which operates the Blue Shield plan of the State Medical Society, was faced with possible revocation of its insurance license because it will not pay podiatrists for treatment of feet, according to the Medical Tribune of Nov. 30. The WPS contends that it need not pay for services rendered by anyone other than a physician legally licensed to practice medicine and surgery.

The Wisconsin insurance commissioner said he would hold a hearing on the matter, according to the Medical Tribune and Public Health Economics.

HONORED—Dr. B. Botious Sullivan, Wichita optometrist, was one of twenty-two honored recently by Pope John XXIII. Bishop Mark K. Carroll of the Wichita, Kans. Diocese presented Dr. Sullivan with the Benemerenti award in a ceremony at St. Mary's Cathedral Sunday, Jan. 27.

ID REQUIRED—An identifying number must accompany a Federal income tax return this year. Those having no Social Security number should plan on this. A call to the local IRS office will get you Form 3227 to handle the problem.

BRANCHES — Memorial Baptist Hospital in Houston has opened a branch in a suburb. Some sources predict hospitals will branch out further, like department stores.

$200,000 Required

Campaign Launched For VG

AOA President H. Ward Ewalt, Jr., and Dr. Nelson Waldman, chairman, Vocational Guidance Committee, have announced launching of a fund-raising campaign for $200,000. Funds are sought to support all out efforts to recruit more young men and women students in optometry.

While not requested to contribute directly, practicing optometrists will be asked to contribute their time and effort in seeking financial support from opthalmic industries. Launched effective March 4, the campaign is to conclude April 15, Dr. Ewalt said.

The campaign is a part of the total *Operation Manpower Program* begun in 1959.

The Vocational Guidance Committee, and the Liaison with Ophthalmic Industry Committee, under the chairmanship of Dr. Hoyt Purvis have worked closely together under the direction of President Ewalt to ascertain the best method to raise funds for *Operation Manpower*. The two committees and Dr. Ewalt met in New York in October.

Dr. Purvis

It had been determined earlier that optometry was spending $300,000 a year on recruitment. Six manufacturers had committed their companies financially to support the drive for $200,000 a year for a five year period. The chief question at the New York meeting was, should AOA employ a professional fund raising group to guide and assist in the campaign or should AOA undertake the challenge.

Dr. Waldman

It would mean more work on the part of the membership and a great responsibility on the AOA staff, but, it was decided that it would be better to put all funds raised into vocational guidance, rather than pay someone "to do optometry's job."

The plan is not to ask AOA members to beg for money from the ophthalmic industry, but, to go to all of the ethical members of the industry and present the picture of *Operation Manpower,* for as optometry is assured of a successful future by having bright practitioners, so the industry is insured of having good customers who will support one of America's vital industries.

The gross volume of American ophthalmic goods is over $318 million a year. Each new optometrist will contribute to the rise of this figure —each optometrist that retires or dies without a replacement will mean less income to the industry.

AOA is asking its members to volunteer, to call upon the various suppliers during the month of March, to solicit support of optometry by "not begging" Dr. Ewalt said "but, by telling the need for additional support." The funds collected and the pledges made will be paid directly to the *American Optometric Foundation,* which gives the contributor a tax advantage.

Chm. Waldman's Committee realizes suppliers and ODs are busy. In order not to impose on time, all calls will be made one day, Mar. 20.

Bad Weather Ignored

Lens Symposium Well Received

Representatives of 22 states attended and "enthusiastically received" the Contact Lens Symposium in Columbus. Dr. Maurice Poster, chairman of the AOA's Contact Lens Committee, reported 120 optometrists registered from states as distant as California, Florida and Texas.

The Symposium, held at Ohio State University, was opened Feb. 3 by Dr. Poster and Dr. G. Burtt Holmes, director of AOA's Department of Education. Welcomes were extended by Dr. Glenn Fry, director of Ohio State University's Optometry School, and Dr. Ralph Furrow, president, Ohio State Optometric Association.

A meeting of state contact lens committee chairmen preceded the formal opening. The session covered new techniques in contact lens and mutual problems in practice.

The two-day Symposium began with a panel discussion of "Contact Lenses in Aviation and Space" by Drs. Frederick Hebbard of Ohio State and Charles Bayshore of Orlando, Fla., and Lt. Col. Floyd M. Morris, USAF School of Aerospace Medicine. Moderator was Dr. Samuel E. Alperen, member of the AOA Committee on Contact Lenses.

Col. Morris said use of contact lens in space travel is being investigated; but, acceptance is still some distance away. He also commented that contacts could be of value to protect against radiation, but said wearing tolerance must be increased and certain problems overcome first.

Dr. Bayshore, discussing the Federal Aviation Agency's attitude toward flyers with contact lenses, pointed out advantages and increased personal safety. He urged regulative bodies in the U.S. to keep abreast of advanced techniques.

Dr. Poster moderated a panel on "the Psychological and Sociological Impact of Contact Lenses on Children and Youth." Participants were Prof. Louis Orzack, Boston University and Drs. Daniel Woolf, Summit, N.J. and Robert Berk, Massachusetts College of Optometry.

Professor Orzack said research indicated student usage of contact lens "may represent something of a proclamation of independence." He explained that regular use of contact lenses had no relationship to encouragement of wear by family or friends.

Dr. Woolf outlined conclusions from his practice, including the fact that cosmetic value remained the principal factor in the usage of contacts.

A panel discussion of the "Correlation of Visual Efficiency Between Contact Lenses and Spectacles" was moderated by Dr. John C. Neill, member, Contact Lens Committee.

Panelists included Drs. Irvin Borish, Kokomo, Ind. and Harold Cline of Mattapan, Mass., and Prof. Karl U. Smith of the University of Wisconsin.

Professor Smith's studies refute the idea that individuals can completely adapt to different conditions of space displacement of vision.

A discussion on the research needs for the contact lens field was moderated by Dr. Poster. The panel included Drs. Alfred A. Rosenbloom, Jr., Illinois College of Optometry; Phillip R. Haynes, Newark, O.; and Charles Schick, Indiana University.

Many of the papers presented at the meeting will be published in the JOURNAL OF THE AMERICAN OPTOMETRIC ASSOCIATION.

"This Symposium was an effort to expand the horizons of contact lens practice for AOA members," said Dr. Poster. "In that effort, I feel we have been completely successful."

Wholesalers Groups Merge

Two optical wholesaler associations have merged after several years of negotiations. The Association of Independent Optical Wholesalers, Chicago, and the Optical Wholesalers National Association, Columbus, have united to form the Optical Wholesalers Association with offices at at 222 W. Adams St., Chicago.

At a recent meeting total registration was 687 persons. Harold V. Jones of Champaign, Ill., is president. Director of Promotion is Stanley E. Wolfe, Columbus, Ohio.

Changes Recognized

'Target' Meetings Successful

Many "targets" for optometry in the future have been clearly pointed out and, in part, the routes for reaching those targets have been charted, in the "Target for Today" meetings which began in Providence Jan. 20 and have moved to the nation's capitol, Birmingham, and Dallas.

"Targets" for the immediate future (1962-63) include student recruitment; effective effort in relations with other professions, such as educators, psychologists, nurses, public health workers, and engineers; emphasis on ethical practice; and building a more positive attitude toward all optometric services.

Delegates at the Target for Today meetings have not been lulled into daydreams of a rosy future for optometry. While making plans for the future, the meetings have recognized the changes in socio-economic elements in this country, such as developments in education and legislation which make methods of thinking of 10 to 13 years ago completely out of date today, and the increased strength of opposition facing optometry.

The basic purpose of optometry was not overlooked —an obligation to the American people to see that they get a better and more complete eye sight service.

Campaign Pains

A great deal of the success or failure of a fund raising campaign depends upon the state officers who support it positively and with enthusiasm. There are no shortcuts in the fund raising campaign. It must be planned and carried out to the last detail. This includes understanding the vital importance of timing and meeting deadlines. Far more effort is required to retreive a lagging campaign than is required to prevent that lag.

Another great pain in the campaign is settling for less. In the current AOA-VG effort you are not asked to beg for donations so half a loaf is not good enough. For years the optometrists have carried the ball in recruiting students for optometry, and, they will continue to do so; but, now that all of the scientific fields have expanded, the tremendous responsibility of keeping an increasing supply of optometrists **must be shared** by the ophthalmic industry. It is obvious that each new optometrist means new outlets for the manufacturer of opthalmic goods. Some of the other health professions have not only turned to the industries for financial support of the recruiting program, but are asking for money to build the schools to train the students. Fortunately, this is not true in optometry. The optometric schools have the basic facilities to train the needed young men and women.

We are reminded of a story about Dr. Livingston who was speaking in London. After he had told about his work, a lady—mindful of his long, lonely, exhausting years in Africa said "Dr. Livingston, I am absolutely appalled at the sacrifices you have made." The old missionary, with his eyes glowing replied, "Madam, I have never made a sacrifice in my life."

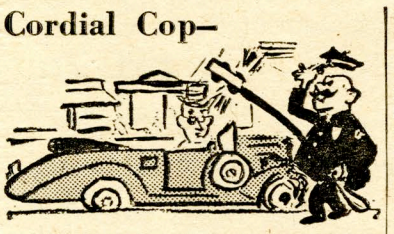
While we are not off in the jungles, those ODs who work in this campaign are dedicated and do not feel they are sacrificing and those companies who share their responsibilities are not sacrificing, but are working basically for interesting the youth of the country in a rewarding profession.

"Commercialism"...?

The terminology that has evolved in the description of optometry's "ambulance chasers" is certainly meaningful to all optometry, but what does the uninformed layman think when he hears someone referred to as a "commercialist"? Generally speaking, in our system of free enterprise it means a good business man . . . at least there is little connotation of unethical or unprofessional behavior inherent in this label.

Let's start our campaign now; revise our vocabulary, and use "unethical practice" instead of "commercialism". Whether or not we desire it, the general public is hearing the voice of optometry, (and indeed many other voices), so let us think clearly and use the most descriptive terms so that the public mind can separate the good optometrist from the not-so-good.

Cordial Cop—



"Could I direct you to an optometrist, sir?"

More Cars Coming?

There were 3.7 per cent more cars on the highway last year than in 1961 and it's reasonable to expect further increase. The increase in cars and trucks in 1962 represents 2.78 billion vehicles. Estimates are prepared by the U.S. Dept. of Commerce.

AOA NEWS

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George Allen, Jr. ---------- Editor

Inquiries and editorial material should be directed to: Editor, AOA NEWS, 4030 Chouteau Ave., St. Louis 10. The NEWS accepts no responsibility for any editorial materials received, including photographs or drawings.

"Out of Committee"

Notes from AOA Committee Chairmen

Motorists' Vision

Governors and motor vehicle administrators in all 50 states have been requested to support AOA's move to reduce visual causes of the 1,400,000 annual auto injuries and 38,000 deaths. The cooperation of the Surgeon General was also sought.

Excellent story on optometry appeared in the Dec. 21 issue of **Time Magazine,** pg. 51. It concerned Dr. Merrill Allen's research on motorists' vision and automobiles. This will receive more interest, so ODs should be familiar with Dr. Allen's work.

Safety Div. of Woman's Auxiliary of AOA is hard at work on traffic safety and optometry. They sponsored a safety meeting in Montana led by Mrs. Bob Thompson, chm., Montana's Auxiliary and other meetings are planned for Pennsylvania by Mrs. Doris Wagner; Oregon by Mrs. Don Jones; and in Iowa at the state congress where Dr. Harold R. Wilson will be in charge of a joint Association-Auxiliary effort. Our committee highly rcommends such state meetings.

National Survey of Drivers' Vision progresses very well; but, has reached critical point and it is vital that information be supplied from each state as requested through state committees.

Dr. Clarence L. McEachern represented this committee at the meeting of the President's Committee on Traffic Safety in Washington, D.C. The conference concerned citizen groups secured to function in disseminating information on Uniform Traffic Control Devices. MVHS committees are natural avenues for participation in this program. Standardizations of pavement markings, signs, and traffic control devices all involve vision and traffic safety.

Soon available will be a new AOA booklet on contact lenses related to law enforcement officials.

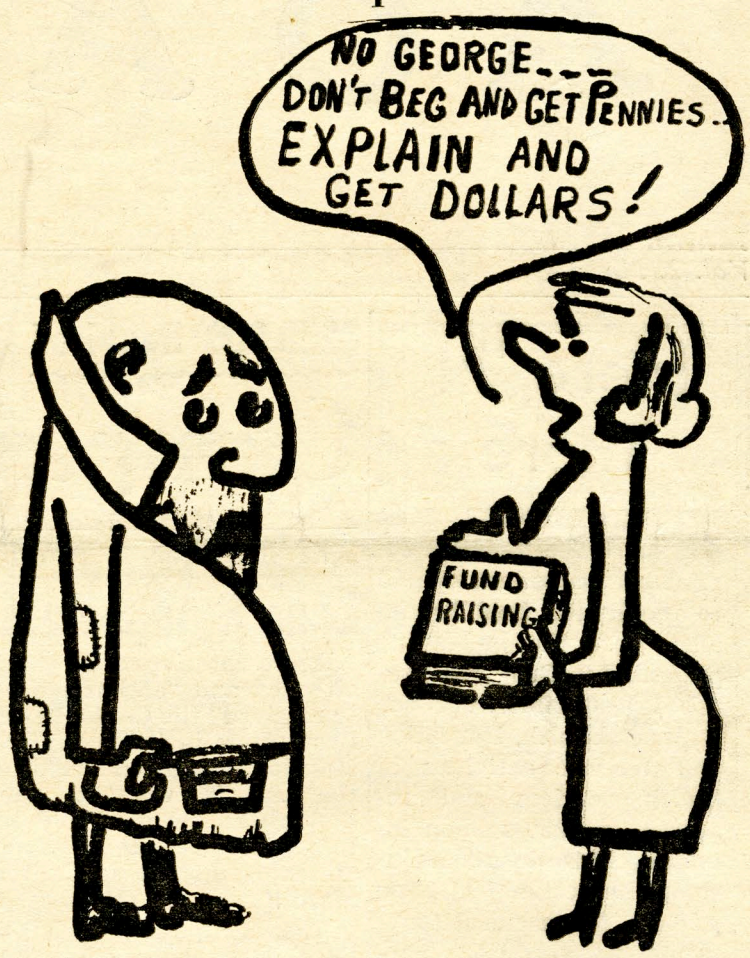
We commend South Carolina Optometric Ass'n on a kit given to students taking driver education. Cooperating with JCs, Governor's Highway Safety Program, high school committees and others, some 3,000 kits have been distributed. The kits contain AOA MVHS pamphlets and SCOA produced materials.

May we suggest 1963 as the year to launch an all out attack on mounting traffic death tolls . . . as vision specialists we have a responsibility.

Care of the Aging

Copies of "Easy On Your Eyes" now rolling off press—available to AOA members. Send orders direct to New England Council of Optometrists, 101 Tremont st., Boston 8. Prices — single copies 35c; 3 for $1; 10 or more, 25c each. ODs may want supply in offices for elderly patients . . . also see that every library has a copy.

OPERATION Manpower



Manpower Plans Completing 3 Yrs. Of Development

In 1959 the Vocational Guidance Committee realized that the declining freshmen student enrollment in the optometric colleges and universities was reaching a critical point. They faced the problem and analyzed it scientifically. It was noted that prior to World War II student enrollment was down; after the war years enrollment was high. For approximately ten years the GI enrollment swelled optometric classes to the point that concern for student enrollment seemed to be a thing of the past; but, with the completion of the training of the GI, optometric education was in trouble again.

It was obvious that the solution to the declining enrollment was dissemination of information. Basically Operation Manpower is a plan to reach not only the student in high school and colleges, but to inform principals, professional vocational guidance counselors, civic groups, parents and the general public of the requirements, advantages and the services of a professional optometrist. To undertake such an ambitious information program would cost a great deal of money.

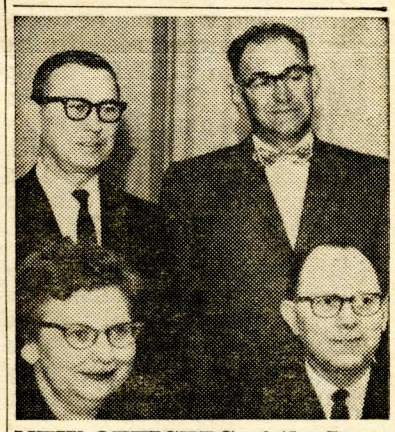
Before seeking other sources of revenue, a campaign was launched within AOA to raise money for the printing and dissemination of information. Over 600 optometrists joined the campaign to pay for the vocational guidance material. Upon receipt of the material he distributed it to young people who would be an attribute to the profession.

The expenditures and work paid off—student enrollment began to rise.

All the health field professions have been experiencing a decline in student enrollment; some of the other health professions have already spent a great deal more than optometry and yet their freshmen enrollment still declines. So, results of Operation Manpower were highly commendable. The program is now a proven reality that can advance all phases of optometry and the ophthalmic industry. Because of the financial expenses of a national public information campaign, the optometrists cannot support the full cost of the program.

The Vocational Guidance Committee consulted with the Liaison with Opthalmic Industry Committee of AOA and together the two committees went directly to representatives of the opthalmic industry to resolve the financial problem.

The concept of the industry supporting the recruitment program is not unique. The ADA and the AMA have already turned to the industries that benefit from the practice of these fields for support. What is unique is that optometric colleges already have the basic facilities for educating additional qualified students.



NEW OFFICERS of the Iowa Optometric Association are (l-r) seated, Secretary (8th term) Katheryne Stout, Des Moines; President Frederick R. Kushner, Sheldon; standing, President Elect Cecil M. Long, Marshalltown; and Treasurer (4th term) Robert J. Henkels, Dyersville.

ALL EYES ON THE TARGET—The future of optometry is discussed formally and informally at the Target For Today Meetings completed in the East and South and now underway in the West. Shown during the successful gatherings are (l-r) (Photo 1)—Dallas Meeting—Drs. J. Ralph Ewing, Ft. Worth; AOA President H. Ward Ewalt, Jr.; J. Herman Thomas, Ft. Worth, Chm., AOA Congress Site Committee; (Photo 2) — Providence Meeting — Drs. Hayvis Woolf, vice president, Rhode Island Optometric Ass'n; Franklin DiChiara, president elect, RIOA; and Mr. George A. Bisson, administrative director, RIOA; (Photo 3)—Providence—Dr. Myron L. Shofner, from Eldorado, Ark., member, AOA Practice Management Committee; (Photo 4) — Washington, D.C. Meeting—Dr. W. Judd Chapman, president elect, AOA, and Mrs. Richard Whitfield, first vice president, AOA Woman's Auxiliary; (Photo 5)—Birmingham, Ala. Meeting—Drs. Allen Rooks; E. A. Coshatt, Chm. Dept. Public Information; and Thomas C. Dykes, president, Alabama Optometric Ass'n; (Photo 6)—Providence Meeting —Dr. Bernard J. Bernstein, president, RIOA, presiding.

200 ODs–63 AD Is Indiana Slogan

Over 200 is the goal for the 1963 Indiana Optometric Association Convention. The enthusiastic response last year has swelled into a "Let's Do It Again" demand.

The meeting will be at the Severin Hotel at Indianapolis April 28-29.

Louisiana Date Set

The Louisiana Association of Optometrists has selected Lafayette as 1963 convention headquarters. Dates are April 20-22. The business meetings and lodging will take place at the Holiday Inn.

For Putnam OD Just Ring 20-20

In Putnam, Conn., Dr. Rene Desaulniers, optometrist, has waited a long time for his special telephone number. The Southern New England Telephone Co. has notified him that his request is granted. Henceforth, appointments for eye examinations by Dr. Desaulniers can be obtained by calling Walnut 8-2020.

As far as can be determined, Dr. Irving Bennett, of Beaver Falls, Pa., editor of the Journal of the AOA, is the only other member of the profession with such an appropriate number. His is Tilden 3-2020.

Kans. Exams Mar. 17

The Kansas State Board of Examiners in Optometry will meet for examining applicants for Certificates of Registration at 9 a.m. March 17, at Holiday Inn South, 3802 Topeka Ave., Topeka.

ACROSS THE BOARD

MISSISSIPPI — The State Board of Optometry, meeting Jan. 13-15, elected officers as follows: Drs. R. N. Edgar, president; M. I. Mauldin, vice president, and H. L. May, secy.-treas. Other members are Drs. H. A. Reese and W. F. Clark.

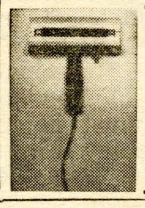
NEW JERSEY — Dr. Phillip Jackman, Hackensack, was recently reappointed by Gov. Huges to another three-year term as a member of the State Board of Optometrists.

Dr. S. Benjamin Sobel, Clifton, was elected President of the Board and Dr. Martin R. Snook, Newton, was elected Vice President of the Board,

ILLINOIS—The Dept. of Education and Registration of Illinois and the Board of Examiners of the State made a regular inspection of the Illinois College of Optometry Feb. 4-5.

Miss Maxine Dwyer represented the Dept. of Education and Registration. Members of the Board of Examiners making the inspection were: Drs. C. W. Duncan, Rockford, chm.; Thomas M. McGuire, Chicago, secretary; Clarence J. Strobel, Chicago; James K. Finley, Decatur; and Wayne B. Cox, Edwardsville.

A report of the inspection will be made to the college soon. It was the first inspection by the State since the merger of the two colleges in 1955.



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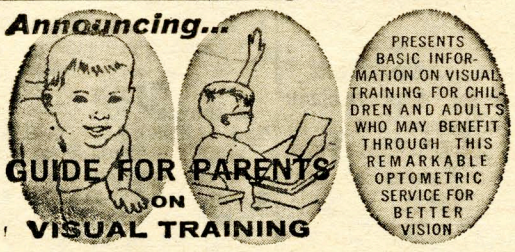

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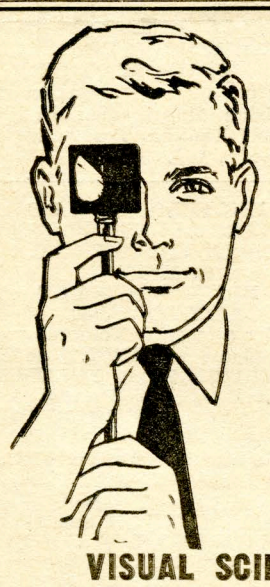

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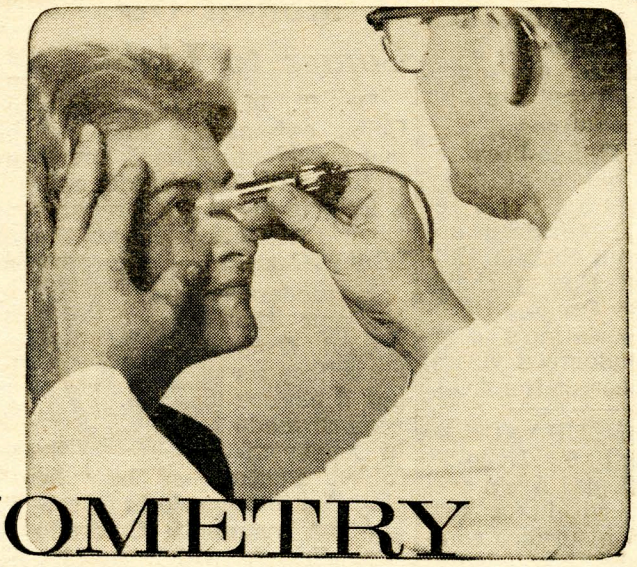

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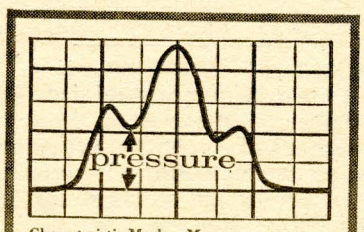

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WRITE TODAY FOR COMPLETE INFORMATION

Major Session Set

The Optometric Center of New York has announced a Symposium on Tonometry and a Seminar on Pupillography set for March 24 at Park-Sheraton Hotel. Anticipated attendance is 500 optometrists.

The event comes just three weeks prior to the seventh anniversary of the founding of the Center.

NAMED — Dr. Arnold H. Mazer, a director of the Philadelphia County Optometric Society and a member of the executive committee of the Philadelphia Jewish Community Relations Council, has been appointed a member of the Advisory Committee for the Blind of the Pennsylvania Dept. of Public Welfare for a five year term.

PRECANVASS—Forms to update Census mailing lists are being mailed throughout the United States in preparation for the 1963 Economic Censuses, according to the Bureau of the Census, U.S. Dept. of Commerce. Answering of questions by firms receiving questionaires is mandatory but replies are held confidential and cannot be used for purposes of taxation, investigation or regulation, and duplicate copies cannot be impounded for use in Court actions.

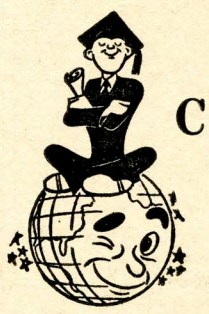
ELECTED — Dr. Jason D. Boe, Reedsport, Oregon optometrist, has been elected chairman of the Douglas County Democratic Central Committee. He succeeds State Representative Sidney Leiken, who resigned the committee chairmanship to concentrate on legislative affairs.

Dr. Boe, 33, has been active in Douglas County politics since 1955. He received his Doctorate in optometry from Pacific University. Dr. Boe is chairman of the Oregon Optometric Association's committee on industrial vision, and a member of the AOA.

DENTAL INSURANCE — Dr. Howard F. Lyboldt, American Dental Ass'n predicts that within a few years many insurance companies will offer dental coverage as part of their overall health insurance policies for individuals. While group plans covering dental care are available, only a few companies offer dental coverage to the individual today, he said.

ELECTED—Peter J. Anneski, optometrist of Haddonfield, N. J., has been elected president of the Reading Council of Southern New Jersey. He is a brother of Anthony Anneski, optometrist of Pulaski, Va.

NEW ASSOCIATION—At Joliet, Ill., the Aesculapian Ass'n of Will-Grundy County has been formed. Physicians, dentists and pharmacists have united under the plan and "will have an open door policy toward the public in grievance discussions."



PSCO — The Pennsylvania State College of Optometry and the newly organized Philadelphia College of Podiatry have entered into an agreement on facilities. The College of Podiatry will acquire temporary use of necessary facilities of the College of Optometry until such time as the College of Podiatry will have its own building ready for use, probably in 1965.

The Philadelphia College of Podiatry is a new college in Philadelphia with headquarters at St. Luke's and Children's Medical Center.

Texas OD Honored

Dr. William Elizondo of San Antonio, has been named "LULAC Man of the Year" for outstanding work in education, youth activities and civic projects, according to the League of United Latin American Citizens. The optometrist has served on the board of LULAC Education Fund which awards scholarships to needy but deserving high school graduates. He also has many other civic interests.

Christmas Story Of Modest OD Comes to Light

Dr. T. M. Riley, Salida, Colo., optometrist and former president of the Colorado Optometric Association, was a key figure in the preparations for Christmas at the White House.

He modestly kept the word from his colleagues but a chance remark made in Denver unfolded a story of how he played a major role in selecting the mammoth Colorado Blue Spruce which became the central feature in White House grounds Christmas decorations.

An avid outdoorsman and hunter, Dr. Riley worked with forest service officials in the selection of the tree and was chairman of a local celebration when the tree started its way to Washington.

The efforts got national publicity when the first tree selected was badly damaged. The cable of the loading crane broke and dropped it to the ground.

"We underestimated the weight," Dr. Riley explains. "But this didn't bother me nearly so much as when the second one was two hours late in arriving in town and it was my job to keep the crowd — including television and newspaper cameramen—entertained."

PACIFIC U—Elected by Theta Chapt. Omega Epsilon Phi, are: Dave Wold, N. Dak., president; Rich Dohrn, Wash., vice president; Bob Wold, N. Dak., treasurer; Tom Rasmussen, Ore., recording sec.; and Bob Somerville, B. C., sgt. at arms.

LACO—A model optometric library was exhibited by the Los Angeles College of Optometry at the Calif. Optometric Ass'n Congress, Feb. 20-24. "I am amazed at the growing interest in reading and libray usage" said LACO librarian, Mrs. Grace Weiner.

SCO — The ever increasing problems of the "business side" of optometric practice will be given full consideration at the March 10-11 postgraduate seminar at Southern College of Optometry.

Dr. Spurgeon B. Eure, SCO Dean, announces that Mr. Calvin F. Graham, a Junior from Fort Smith, Ark., made all A's during the fall term.

Texans Utilize Big TOA Plan

The Texas Optometric Association, plagued by many of the obstacles which face professional associations, but larger in Texas, are fighting with recruitment plans equally large in dimension. TOA President Elect Robert E. Day says the association is pleased with the results so far and are thinking of expanding the plan.

The program utilizes a nucleus of 50 to 100 optometrists who write a letter a week to the "optometrist of the week" urging him to become a TOA member. The prospective member thus receives 50 to 100 letters giving dozens of reasons for his membership. Each letter is composed by its writer and gives the writer's individual opinions.

During the same week, the prospect is visited by two optometrists who are TOA members. A visit is also made by a member of the TOA board.

A second phase of the plan is a "preferred list of men." These are new members and those who have not been made to realize the importance of participation. At least once each week, these men receive information on current work of TOA.

Interesting Results

One of the most interesting results Dr. Day notes comes from a town of 300. At his office in the back of a feed store, the 85 year old praticing optometrist said it was the "most exciting thing that ever happened to him."

The letter writers get something out of the project too, for they, "who are the TOA" are accomplishing important steps as a closely related group. Results have been running about 50% success, but far reaching results may be much greater.

Post Is Vacated

On his doctor's advice, Dr. Robert DeLamorton has resigned his post as president elect, Colorado Optometric Association. Another nomiee is being selected.

66th AOA Congress
Minneapolis—July 17-20

CLASSIFIED ADVERTISING RATES

The American Optometric Association believes its classified advertisements to be from reputable sources. However, it does not investigate the offers made and assumes no responsibility concerning them.

We also reserve the right to decline or withdraw advertisements at our discretion. Every care is taken to avoid mistakes but no responsibility is accepted for clerical printing errors.

.08 per word, $1.75 minimum. Names, addresses, initials and abbreviations count as words. Box number charge: .25 plus .20 extra for mailing replies. Ad copy must be consistent with AOA policies.

For Sale

PERSONALIZED POSTCARDS: 100—$1.25; 200—$1.98.
PERSONALIZED PARCEL POST LABELS; 100—$1.00; 500—$1.98; 1000—$2.98.
PERSONALIZED MEMO PADS: 100 Sheets—$1.00; 200—$1.29; 500—$1.98; 1000—$2.98.
LEGRAHMS
Box 452, Independence, Kansas

Ophthalmodiastimeter and Torsion Pupillometer, elicits information not otherwise obtainable, such as: P.Ds for precise optical centering, regardless of hypereye or vertex difference. Even the highest power lenses can be centered at the lens plane, and in the torsion position. Invaluable in prescribing Cataract lenses and bifocal segments, where height, width, and type of bifocal segment is demonstrated before ordering.

The kit further makes possible: Balanced refraction at near (and far) with new, critical, contrast, targets; and heterophoria tests, which are so simple and yet dramatic, that patients recognize their own deficiencies instantly. Nothing like it in optometry.

In all there are some twenty different uses and informative tests with which to uncover the reason for grief cases which are optometrically correctable. Kit complete $29.00, or separate tests, see price list.
Visual Science Specialties
5209 N. Clark St., Chicago 40, Ill.

Missouri Exams

The Missouri State Board of Examiners will meet in Kansas City April 21-23 at Prom Motor Hotel. Examinations will be conducted on applications which must be in the hands of Secretary Edwin L. Friedson, 104½ West 39, Kansas City, 15 days prior to the meeting.

MOA Sets Convention

The Missouri Optometric Association Convention will be held April 28-30. The event will be in St. Louis at the Statler-Hilton Hotel.

Nevada Meeting Set

The Nevada State Optometric Association will hold its annual convention Mar. 29-30 at Holiday Hotel, Reno. Dr. N. Joseph, Reno, chairman and Drs. John R. Uglum and Albert De Mers compose the convention committee.

DURING LUNCHEON at the Kentucky Optometric Association's seminar, a contact lens fitting experience related by Dr. William R. Isaacs (left) brings a smile from Dr. J. T. Christie, association president, and Mrs. Christie. Dr. Isaacs is chairman, Contact Lens Committee.

OPTOMETRIC AND CONTACT LENS EQUIPMENT BY BERNELL. PRESCRIBE NEW VODNOY VISION TRAINERS with many added improvements Aperture Rule Trainer, $7.95; BOI Variable Prismatic Mirror Stereoscope, $5.95; PSC Variable Prismatic Mirror Stereoscope-Cheiroscope, $13.75; Polaroid TV Kit, $6.50; Visual Field Screening Kit, $4.75; Macula Integrity Tester-Trainer, $45.00; After Image Tester, $13.75; Polaroid Vecto-Trainers (Home and Office Models), Biopter Stereoscope with vision screening and test cards (Home and Office Models), Polaroid Stereo Test, $17.50; Schiotz Tonometer, $50.00; Chemical Tonometer Sterilizer, $12.50; Sklar Electric Tonometer Sterilizer, $39.00; Reading Rateometer, $39.95: Flashlight Pointer, $5.95; Telesights and Telescopic Loupes, CONTACT LENS EQUIPMENT Double Tube Ultra-Violet Lamp, $22.95; C/L Comparator, $19.50; Mahr Thickness Gage, $19.75; C/L Holder for Keratometer, $6.95; C/L Holder for Slit Lamp, $4.75; C/L Solutions; 2"x2" C/L Mailing Trays, 10c; Vinyl Carrying Cases for above trays, 20c; complete line of professional lamps for your office. New Fine, Beautiful Ivory or Black Titmus Universal Slit Lamp, $495.00 with transformer. We distribute all Titmus and Dixon Equipment. Send for a new FREE catalog of all our products, "Practice of Vision Care" by Dr. B. E. Vodnoy, $1.00. ALL PRICES F.O.B., BERNELL MFG. CO., INC., 801 NORTH MICHIGAN STREET, SOUTH BEND 1, INDIANA.

NEW Optometric Car Shields — Reflective rustproof four - inch steel—wins courtesies—introduce yourself on the road. Easily attached. Rush $2.98—two for $5. Money back guaranteed. STADRI COMPANY, 6 Ave., Whitestone, N.Y.

TANGENT SCREEN, 70% wool felt, on roller, 1 meter, handstitched in wine or black thread, $27.50 including postage. Dames Club, University of Houston, College of Optometry, Houston, Texas.

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